

6/2-01-01763
SK

Phillip Morris Direct Marketing
Coupon Basic Data Sheet
and
UPC Code Order Form

Use this form to provide the basic information about a program which will include coupons as well as to request UPC Code assignment and art. Send this form to the PM Direct Marketing Assistant., 120 Park Avenue - 14th Floor, New York, New York 10017. Telephone (212) 878-2326 with questions.

Today's Date: 8 / 3 / 93

UPC Size %: 90

Prepared By: Beth Noma

Ext: 2519

Send UPC To:

Name: Beth Mora

Address: 120 PARK AVE

Company

Name: _____ City/State/Zip: _____

Brand/Program Information: This Information is **REQUIRED** before a UPC will be issued.

Brand: Cambridge

Brand Share: 2

Brand Status: ☐ New ☐ Test ☒ Established

☐ Line Extension - Nat'l

☐ Line Extension - Test

Program Number: _____ POS # _____

Program Description: Retail Free Carton Bounceback Offer
(Please Be Specific)

Audience Reached: ☐ Offensive
☐ Defensive
☒ Both

Timing: ☐ Yearly ☒ Winter
☐ Quarterly ☐ Spring
☐ Holiday ☐ Summer
☐ Other ☐ Fall

Capture Names?: ☒ Yes
☐ No

Coupon Distribution Information: This Information is **REQUIRED** before a UPC will be issued.

Distribution Date: 1 / 15 / 93 Expiration Date: 6 / 30 / 93 Estimated Redemption Rate: 18 %

Total Circulation: 150 million / 70M Max. Redemp. Cost/Coupon: \$ 16-

Areas of Distribution

Will Coupons Be Distributed:

- ☒ Nationally
☐ Regionally
☐ On a Test Basis

Will the Distribution Include:

- ☐ Military
☐ Non-Military

Distribution break by PM Region:

PM Region	# of Coupons Released (000)
1	_____
2	_____
3	_____
4	_____
5	_____
Total	<u>1.5mm</u>

Method of Distribution (check only one per UPC):

- | | |
|-------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Magazine On Page | <input type="checkbox"/> FSI Inserts - Co-op |
| <input type="checkbox"/> Magazine Tip-In | <input type="checkbox"/> Hand Distribution |
| <input type="checkbox"/> Magazine Special Unit | <input type="checkbox"/> Retailer Coupon |
| <input type="checkbox"/> Control Circ. Magazine | <input checked="" type="checkbox"/> Direct Mail - Solo |
| <input type="checkbox"/> ROP/Newsp. Single | <input type="checkbox"/> Direct Mail - Co-op |
| <input type="checkbox"/> ROP/Newsp. Co-op | <input type="checkbox"/> In-Pack-Own Product |
| <input type="checkbox"/> Sunday Supp.-Single | <input checked="" type="checkbox"/> On-Pack-Own Product |
| <input type="checkbox"/> Sunday Supp.-Co-op | <input type="checkbox"/> Immediately Redeemable |
| <input type="checkbox"/> FSI Inserts - Solo | <input type="checkbox"/> All Other: _____ |

Please Explain

Over, Please - More Required Information on Back

Offer Information: This Information is REQUIRED before a UPC will be issued.

Face Value: \$ Free Carton ~ \$16

Terms of Offer: Free Carton
(Describe Completely)

Discount Offered: 100 %
(% of Face Value/Purchase Price)

	<u>Avg. Applied</u>	or Check One Below
Purchase Price: <input type="checkbox"/> Full Margin Pack Average	\$ _____	<input type="checkbox"/> B1G1F <input type="checkbox"/> \$1.00 Off Carton
<input type="checkbox"/> Price/Value Pack Average	\$ _____	<input type="checkbox"/> B2G1F <input type="checkbox"/> \$1.50 Off Carton
<input type="checkbox"/> Full Margin Carton Average	\$ _____	<input type="checkbox"/> B3G1F <input type="checkbox"/> \$2.00 Off Carton
<input type="checkbox"/> Price/Value Carton Average	\$ _____	<input type="checkbox"/> B2G 50¢ Off <input type="checkbox"/> 2.50 Off Carton
<input type="checkbox"/> Other	\$ _____	<input type="checkbox"/> B3G 50¢ Off <input type="checkbox"/> \$3.00 Off Carton
(Please Specify)		<input type="checkbox"/> Free Pack <input type="checkbox"/> Checker Intervention
		<input checked="" type="checkbox"/> Other - Provide Details Above

For Direct Marketing Use Only

UPC CODE ASSIGNED: 612-01-01763

Date Assigned: 2/4/93

Assigned By: M. Diaz

AFTER UPC CODE ASSIGNMENT DISTRIBUTE COPIES OF FORM AS FOLLOWS:

One Copy to Preparer
One Copy to PM Direct Marketing
One Copy to PM Finance
One Copy to Media
One Copy to Promotional Services Center

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